



kiltwalk

CORPORATE TEAMS  
CASE STUDY

DIAGEO

# TEAM PROFILE

**Team Name:**

The Diageo Kiltwalkers

**Team Captain:**

Melissa MacDonald

**Size of Team:**

18 Walkers

**Company:**

Diageo in Menstrie,  
Clackmannanshire



# DIAGEO

**WE WANTED TO TAKE ON A REAL  
CHALLENGE, SOMETHING THAT WOULD  
BRING OUR WORKPLACE TOGETHER &  
ENABLE US TO RAISE MONEY FOR A  
GOOD CAUSE AT THE SAME TIME!**

We wanted something which was accessible and attainable for anyone in our business who was keen to get involved! The Kiltwalk is so inclusive and accommodating in a number of ways, it seemed like the perfect choice.

**DIAGEO**



# FUNDRAISING FOR

*"The funds raised by Diageo will help CHAS on our mission to reach every single baby, child and young person who needs us, despite the current situation."*



**"We are absolutely delighted to have been supported by Diageo through the Kiltwalk. We'd like to say a massive thank you to every walker who took on the challenge – we know it wasn't easy!"**

**Fiona Leslie, Senior Community & Challenge Events Fundraiser**





# WHY



'We first started working with CHAS a few years ago as part of our Edinburgh Kiltwalk fundraising. Initially we reached out as we wanted a charity which was local and would enable us to give back something to our community. However, throughout the year we were given the opportunity to visit both Rachel House and Robin House - we were all struck by the importance and impact of the phenomenal work the staff and volunteers around the centres do, day in & day out, and the difference this can make in the life of a child and their family.'



# THE BEST BITS...

**#1**

**We enjoyed the amazing, positive, energetic atmosphere**

**#2**

**The fabulous volunteers at the pitstops**

**#3**

**The feeling of camaraderie - which only grew stronger the more miles we walked (there's something to be said for shared pain!) - both in our group and with other walkers on the route.**



# THE BIGGEST CHALLENGE...



**#1**

Probably getting going again after each pitstop knowing you're not quite there yet!!

But having an awesome team gathered together, all bouncing off each other, and knowing it was all for a good cause was a real motivator!



**'EVERYONE WHO TOOK PART IN  
THE DAY HAS ONLY POSITIVE  
THINGS TO SAY ABOUT IT SO I AM  
CONFIDENT WE WILL BE SIGNING  
UP FOR KILTWALK AGAIN - BRING  
IT ON!'**

**—MELISSA, TEAM CAPTAIN**







**CHAS**  
Children's Hospices Across Scotland  
www.chas.org.uk



# #KILTWALKCORPORATES

**CONTACT US:**

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